

Abstract

A method and system for providing a reward for displaying motion picture and audio content over a data network. Content is sent over the data network to a content display or playback device. Information identifying a viewer or listener of the content is preferably stored within the device. The content is played back on the display or playback device for a display period. Display verification data is then sent over the data network to a reward engine to verify that the content was played back for the display period. A reward is then provided to the viewer or listener.